



MALAYSIA

AN INTRODUCTORY GUIDE

Did You Know?

- Malaysia is our 10th largest trade partner (\$38 billion - 2004) and our largest trade partner in SE Asia.
- Malaysia is America's 10th largest export market for manufactured goods.
- U.S. per capita exports to Malaysia exceed exports to Japan, France or Germany.
- The U.S. is the largest foreign investor in Malaysia - U.S. private investment exceeds \$29 billion.
- Malaysia's economy grew by a robust 7.1% last year, with targeted growth of 6% in 2005.
- Malaysia is the 3rd wealthiest country in SE Asia, behind Brunei and Singapore.

At the Crossroads of Asian Trade

For centuries, Malaysia has profited from its location at a crossroads of trade between the East and West, a tradition that carries into the 21st century. Geographically blessed, peninsular Malaysia stretches the length of the Strait of Malacca, one of the most economically and politically important shipping lanes in the world. Capitalizing on its location, Malaysia has been able to transform its economy from an agriculture and mining base in the early 1970s to a high-tech competitive nation, where services and manufacturing now account for 80% of GDP.

Malaysia's reputation as an attractive destination for both trade and investment continues to evolve, as global interest in this dynamic economy has positioned Malaysia as one of the region's premier markets. After several years of sustained growth, Malaysia continues to be an economic leader in Southeast Asia and an important market for the U.S., offering much to exporter and investor alike.

Though Malaysia's per capita GDP is only \$4500, its purchasing power is among the highest in Asia, as evidenced by the strong consumer market. U.S. branded products and franchises are popular, with the U.S. accounting for 70% of foreign franchises. Malaysia's strong middle class also provides opportunities to U.S. organizations involved in the tourism and education sectors. The Government of a Malaysia encourages economic development as an alternative to militant Islam that affects Malaysia's neighbors in the Islamic world. It is because of this stability that U.S. companies have found Malaysia so attractive that the \$29 billion in American investment makes the U.S. Malaysia's largest foreign investor, with significant presence in the oil and gas sector, manufacturing, and financial services.

Leading Sectors

Healthcare
Franchising
Water & Wastewater Treatment Equip.
Oil & Gas Equipment
Information & Communication
Technology (ICT) and Broadcasting
Municipal Solid Waste Management
Biotechnology
Higher Education: 4-Year Colleges
Plastic Materials & Resins
Tourism
Airport & Seaport Security Equipment

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